

An Internship Report

On

**APARTMENT SALES & MARKETING ACTIVITIES OF
AMBITION DEVELOPMENT & CONSTRUCTION LTD**

Submitted To:

**Prof. Dr. M. Mizanur Rahman
Department of Real Estate
Daffodil International University**

Submitted By:

**Md. Al-Amin
ID: 102-27-182
BRE-7th Batch
Department of Real Estate
Faculty of Business & Economics
Daffodil International University**

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Department of Real Estate
Daffodil International University**

Letter of Transmittal

Dr. M. Mizanur Rahman
Professor
Department of Real Estate
Daffodil International University
Dhaka-1207.

Subject: Application for submitting the Internship Report.

Dear Sir,

With due to inform you that I would like to submit my Internship Report entitled: “**Apartment Sales and Marketing Activities of Ambition Development & Construction Ltd**” I am grateful to you for giving me the opportunity to prepare this report. I strongly believe that this practical knowledge about Real Estate Business is very useful asset in my life. I have tried to put my best effort to prepare this report according to the rules and regulations of the Internship Report of Daffodil International University.

Sir, I am highly encouraged about the total procedures of your teaching and sincerity of your duty that would help me in my future life.

I hope that you would be kind enough to consider for any mistake in preparing this Internship report.

Thanking You.

Sincerely Yours,

.....
Md. Al-Amin
ID.102-27-182
7th Batch
Department of Real Estate
Daffodil International University

ACKNOWLEDGEMENT

Deep gratitude is expressed to Professor Dr.M.Mizanur Rahman of Daffodil International University for supervising me to prepare this report & also special thanks to him. I have received continuous supports from him during the internship period.

During the internship period I worked under direct supervision of Mehedi Hossain (Farhad) Managing Director, Manager (Marketing & Sales) of Ambition Development & Construction Ltd. I gather initial knowledge many things about real estate business from him.

Thanks to Almighty Allah, for giving me enough strength to prepare & submit this report.

.....
Md. Al-Amin
ID.102-27-182
7th Batch
Bachelor of Real Estate
Daffodil International University

Certificate of Supervisor

This is to certify that Md.Al-Amin is a student of the Department of Real Estate (BRE) and the Faculty of Business & Economics (ID: 102-27-182 Batch No: 7th) at Daffodil International University has been completed successfully in the practical Internship program at “**Apartment Sales and Marketing Activities of Ambition Development & Construction Ltd**” with excellent performance under my supervision. I believed that this is an original works and he fulfilled partial requirement of the degree of Bachelor of Real Estate.

I wish him every success in his career.

Sincerely,

.....
(Prof. Dr. M. Mizanur Rahman)
Department of Real Estate
Faculty of Business and Economics
Daffodil International University

Abbreviations

BNBC	:	Bangladesh National Building Code.
DAP	:	Detail Area Plan
DESA	:	Dhaka Electrical Supply Authority
DESCO	:	Dhaka Electrical Supply Company
DMP	:	Dhaka Metropolitan Police
FBCCI	:	Federation of Bangladesh Finance Corporation
FY	:	Financial Year
GDP	:	Gross domestic product
HRD	:	Human Resource Development
LFS	:	Labor Force Survey
MOL	:	Ministry of Land.
NRB	:	Non Residence Bangladesh
RAJUK	:	Rajdhani Unnion Kortripokha.
REHAB	:	Real Estate Housing Association of Bangladesh.
SWOT	:	Strength, Weakness, Opportunity an Threat
TT	:	Telegraphic Transfer
UN	:	United Nation
WASA	:	Water Supply & Sewerage Authority

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Bachelor of Real Estate (BRE) program of Daffodil international University (DIU) requires each student to complete an internship for at least three months with an organization and submit a report based on internship assignment. The scope of the application of theoretical knowledge of Real Estate gathered from BRE program has widened by interacting with the customers of Ambition Development & Construction Limited and other company during internship program. Emerging competitors are fighting to gain substantial market share, though Ambition Development & Construction Limited is considered as a leader in real estate sector. In the arena of competitive market environment it has become significantly important for any company to analyze its performance of different marketing strategies in order to survive in the volatile market environment as well as to manage companies' operations efficiently and effectively for achieving its objectives. This report is tailored to focus on the marketing activities of Ambition Development & Construction Limited that is performing to retain market share and uphold the growth.

1.1 Back ground of the Report

This paper is entitled “Private sector Housing in Bangladesh and Business operation of Ambition Development & Construction Limited” Originate from the fulfillment of my internship program. I completed my internship program at “Ambition Development & Construction Limited” During my internship Program I had to prepare a report under the supervision of Prof. Dr. M. Mizanur Rahman, Department of Real Estate, in Daffodil International University.

1.2 Objectives of the Study

I. Broad Objectives

The broad objective of this report is to understand the marketing activities performed by the “Marketing & Sales Department of “Ambition Development & Construction Limited”

II. Specific Objectives:

The specific objectives of this report are:

1. To take a closure looks on the activities, policies and practices of Ambition Development & Construction Limited.
2. To identify the target market and market segmentation of Ambition Development & Construction Limited
3. To identify the buyers status and their level of satisfaction.

1.3 Scope of the Study

This internship report mainly focus on the activities of “Marketing & Sales Department” of Ambition Development & Construction Limited In this report, I discussed the things those I have observed at the time of my internship in that department. I have reviewed the overall marketing and sales activities of Ambition Development & Construction Limited and at the end I give a recommendation for “Marketing & Sales Department” of Ambition Development & Construction Limited Though this is not a research type report, I do not include any findings in it. My internship period was from 4th April, 2014 to 27th August, 2014 and all of my report focuses all those activities that I had observed at that time.

1.4 Methodology

The study is carried out using both primary and secondary data. Primary data collection: To prepare this report, the primary data was collected mainly through the survey as official assignment during the time of internship. Other methods are-

- a. Direct Observation.
- b. Interviewing.
- c. Telephone Interview.
- d. Personal Interview.
- e. Key information
- f. Field Survey in real estate sector
- g. Note taking
- h. Discussion with officer and customers
- i. Oral & Informative interview with the officers and employees of the “Marketing & Sales Department” of Ambition development & Construction Limited.

1.5 Sources of data collection

The secondary data have been collected from different publications of REHAB, different journals of Ambition Development & Constriction Limited. And Real estate related magazines and journals. I have used data collected from company publications with a view to observe the Ambition Development & Constriction Limited marketing activities, policies and company practices. This overall process of methodology is giving the following page in the form in the flowchart that has been followed in the study.

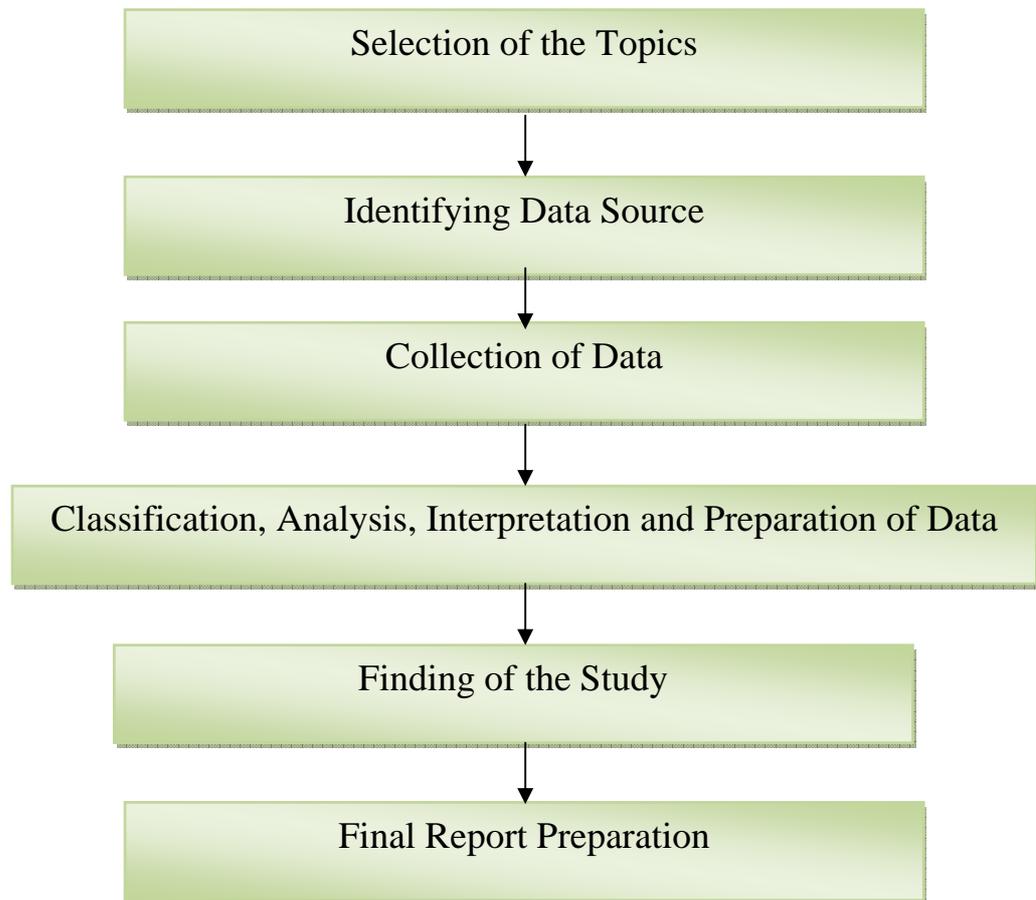


Figure1.0: Flow Chart of methodology

1.6 Operational Definitions

- a) **Apartment facilities / Utilities:** The attributes of the apartment that provide satisfaction to the customers.
- b) **Apartment:** One or more rooms including a kitchen and bathroom Especially, One such set in a building.
- c) **Apartments Industry:** Group of firms who are building apartments & selling them commercially.
- d) **Builder/Developer:** A firm that constructs and sells apartments on a commercial basis.
- e) **Competitor:** Number of builder in apartment market who is, attempting to increase their profits at the expense of their rivals.
- f) **Customers:** The buyers of apartment.
- g) **Family Income:** Family income refers to, husband/wife/sons/daughters income that will be the co-applicant (If any) or the guarantor if the applicant needs so.
- h) **Family:** Any group of people related by blood or marriage specially parents and the children.
- i) **Industry growth (in terms of competitors):** Yearly rate of increase in the total number of builders operating in the apartment industry.
- j) **Industry growth (in terms of volume):** Yearly rate of, increase in the total amount of outlays in the apartment industry.
- k) **Industry Size (in terms of competitors):** Total number of builders working in the apartment industry.
- l) **Industry size (in terms of volume):** Total amounts of outlays in the apartment industry.
- m) **Market demand:** The number of apartment demanded, by the customers in a given period.
- n) **Market share:** The fraction of the apartment industries output accounted for by an individual builder or group of builder.
- o) **Target customer:** Individuals who are willing and able to purchase apartments from the builders.
- p) **Turnover:** The total amount of sales made by a builder over a year.
- q) **Zone:** Specific geographic area in Dhaka Metropolitan City.

1.7 Limitations of the Study

There were some limitations which have made my work a little bit harder. The limitations may be termed as follows-

- The time duration was not enough to know the entire marketing activities of Ambition Development & Construction limited properly.
- I am in the learning stage so it is not able to present a lot of things in the report due to lack of my experience and practical exposure.
- Relevant data and document collection was difficult because of the confidentiality of the Ambition Development & Construction limited.
- I did not get sufficient information about the real estate sector of Bangladesh.
- Lack of written data in this sector has created crucial problem to write this report more systematically.
- Since the company personnel were busy they could not give enough time.
- Lack of previous report as like as it is one. It was difficult to understand the standard and level.
- As the field works so scattered, it was difficult to understand the marketing actual activities.
- Lack of adequate financial support.
- The web resources were also not ample to get sufficient help

CHAPTER TWO

PRIVATE SECTOR HOUSING IN BANGLADESH

2.0 Overview

Beyond providing physical shelter, housing may have significant impact on the lives of the dwellers in terms of skills enhancement, income generation, increased security, health, self-confidence and human dignity. Nordberg has clearly demonstrated that in most regions, housing has the potential of becoming an engine of economic growth because of its high yield on invested resources, a high multiplier effect, and a host of beneficial forward and backward linkages in the economy. Both the Constitution of the People's Republic of Bangladesh and the UN Declaration on Fundamental Rights recognizes shelter as one of the fundamental human rights. Making shelter available to all is increasingly becoming a significant challenge in Bangladesh. The economic development is far from satisfaction and the GDP per capita in 2010-11 is Tk. 26019 (Economic Trend, Bangladesh Bank). Moreover, a large portion of the population lives below the poverty line and are deprived of habitable shelter along with other basic services. Bangladesh, like many other developing countries faces an acute shortage of affordable housing both in the urban and rural areas (Md. Maksudur Rahman Sarker, 2011). Moreover, housing affordability is being eroded by poor land administration policies, which have resulted in very high land prices that make urban housing prohibitive for lower-income groups; and in infrastructure that is inadequate for expansion into pier urban and rural areas. There is no active secondary market for real estate, mainly because of the high transfer taxes and an uninterrupted long-term increase in land prices (World Bank Document, 2010). With 147.9 million people (Bangladesh Economic Review, 2011), Bangladesh is one of the most densely populated countries in the world. Land prices are high and permanent housing is rare—barely 2% in rural areas and 23% in urban centers. Estimates suggest a shortage of about 5 million houses in Bangladesh, with as many as 500,000 houses added annually in urban areas and 3.5 million added in rural regions (World Bank Document, 2010). Statistics show that Bangladesh will need to construct approximately 4 million new houses annually to meet the future demand of housing in the next twenty years. Estimates for annual requirements for housing in urban areas vary from 0.3 to 0.55 million units. The share of urban population in Asia is 37% at present and

is projected to be 45% by 2015. In Bangladesh 25% of the population now live in urban areas; this proportion will be 34% by the year 2015 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). Dhaka, with a total population of over 10 million, is the 9th largest city in the world and also 28th among the most densely populated cities in the world (Wikipedia, 2012). While comparing the growth of the real estate and housing, and the construction sector with that of GDP, it was found that growths in the two sectors are the period 1992-2002 were 4.8 and 7.5% is much higher than the trend growth in GDP of 4.6% for that period. The shares of the real estate and housing sector and the construction sector in the GDP were quite high in the year 2002 and accounted for 8.3 and 8.0% respectively. However, the incremental contributions of these two sectors in the same year were also considerably high at 6.0 and 12.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). The real estate sector is at present creating employment for about one million people who are directly or indirectly involved in the sector. According to the Labour Force Survey (LFS), in 1999-2000, 2.1% of the labour force was engaged in construction, whereas for 1995-1996 the figure was 1.8% respectively (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). According to Labour Force Survey (LFS) 2005-2006, conducted by Bangladesh Bureau of Statistics (BBS), projected labour force engaged in construction sector is 4.4 percent. This scenario actually implies a consistent growth in the involvement of the labor force in the construction sector which makes this sector critical from the perspective of employment generation in Bangladesh. Recent information concerning investment in the housing sector shows steady growth both in absolute terms and as a percentage of total private investment and GDP. Private investment in housing and construction has more than doubled during the Fourth Five Year Plan period, from US\$ 11.66 million in 1989-1990 to US\$ 264.83 million in 1994-1995. During the first three years of the Fifth Five Year Plan period, the average investment in housing and construction was US\$ 1273.65 million. As a share of total private investment, private investment in housing and construction in the 1997-1998 to 1998-1999 period accounted for 47.3% which far exceeded the target of 16.35% for this period. The proportion of investment in housing and construction in the national GDP increased from

3.4% in FY 1997 to 4.1% in 1999 (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003). These data portrays the incremental attraction of this sector to the private investors of Bangladesh. This sector is also facilitating the growth of around 300 different linkage industries. Real Estate business, especially apartment projects, took off in the Dhaka City in the late 1970s. From the early 1980s the business started to flourish and showed robust growth. At present, more than 1500 companies are active in the real estate business in the country. The market is highly segmented, primarily based on location, price of the land and size of the apartments. The main reasons for the development of real estate business in Dhaka city are:

- Scarcity of open spaces in important parts of the city.
- Hazards of purchasing land.
- Rapid increase in the population of Dhaka.
- Increase in remittance flows in recent years which financed the sector.

Experts opine that, Bangladesh will encounter high levels of urbanization by 2015 and by that time Dhaka will need to house about two crores people to become the fifth largest city in the world. So mitigation of this huge demand requires a long-term plan to be formulated so that a collective effort from both the private sector developers and individual developers may adequately provide for the huge demand (Strengthening the Role of Private Sector Housing in Bangladesh Economy: The Policy Challenges, 2003).

2.1 Emerge of Real Estate Company

The housing situation in Bangladesh has never been satisfactory. In Bangladesh, real estate is a recent experience, although such activities started sometime in 1964. Ispahani Group was the pioneer in this sector (Hossain, 2001). During 1970s there were fewer than five companies in Bangladesh engaged in this business. . But in early 1980s with the inception of Eastern Housing Ltd. the apartment project started flourishing. Now this is a booming sector of the economy. Since late 1980s, it came within the purview of business field. As a fast growing city of Bangladesh, such business was initially concentrated in Dhaka.

In 1988, there were 42 such developers working in Dhaka and in 2011 there were about 1081 companies engaged in this business (REHAB, 2011).

At present, there are about 1500 firms operating apartment business and they have apartment projects in Dhaka City as well as in some other cities. Over the last 15 years, the real estate development sector has made significant contribution to many sectors in our economy.

2.2 Real Estate Housing Association of Bangladesh (REHAB)

REHAB goes for Real Estate and Housing Association of Bangladesh. It's an association that has been introduced in 1991 with eleven (11) members only. Currently the total affiliated members of REHAB are 1081. This association works as the spokesperson for the real estate sector in Bangladesh. All major institutionalized developers are members of this organization. REHAB is also the "A –class "member of the Federation of Bangladesh Chamber of commerce and Industry (FBCCI). In the recent years REHAB has played a very significant role in nation building through Real Estate Development by its members. The members of REHAB contribute a large amount of revenue to the Government exchequer in times of registration cost, Income tax And Utility service Charges.

REHAB organizations it's most colorful annual event REHAB housing Fair each year in Bangladesh for the number developers, financial institutions and buildings material providers. To foster the growth of real estate sector REHAB plans to organize Housing Fair abroad for the Bangladeshi individuals who are living different countries of the world to buy apartment, land and commercial spaces in their home country. Accordingly, the first- ever Housing Fair abroad organized by REHAB on August 2004 at Quality Hotel Hempstead, 80 Clinton Street, new York, USA. Besides exhibiting our excellence and attainments in quality of products in REHAB weak 2005 "with a pragmatic slogan" "PARIBASH BANDHAB SAPNIL ABASHAN" REHAB fair in home and abroad is undoubtedly an opportunity for our real estate Development as well as valued clients to make closer relationship under one roof through exchange of views and ideas.

REHAB at a Glance:

Name of the Association	:	Real Estate & Housing Association of Bangladesh
Year of Establishment	:	1991
No. of Member in 1991	:	11
No. of Member in 2010	:	1081
No of Member in 2014	:	More then 1300
No of Apt. units Delivered by the Developer in last 20 years	:	100,000
No. of Apt. units Delivered by REHAB Members per year	:	9,000-10,000 Units
No. of Plot units Delivered by the Developer per year	:	5,000-6,000 Units
Approx. turnover per year	:	BDT 28,000 m
Revenue to Govt	:	BDT 2,000 m
Direct Employment-	:	Real Estate Sector
Architects	:	500 nos
Graduate Engineer	:	3,000 nos
Diploma Engineer	:	10000 nos
Management Official	:	20,000 nos
Direct Labor skilled & unskilled	:	12 -15 %
Contribution to GDP	:	2.5 m

CHAPTER THREE
COMPANY PROFILE OF AMBITION DEVELOPMENT &
CONSTRUCTION LIMITED



3.0 Background of the Organization

Ambition Development & Constructions Limited is estate of the art builder and one of the fastest growing real-estate developers in Bangladesh since 2010. The company allows the members to serve the nation ultimately in a different angle very smartly.

It is just a matter of long term planning on any environment friendly geographical location. Of course it involves so many factors in deciding about that Ambition Development & Constructions Limited is little a bit slow but steady in persuasion of its goal. The management personnel, managers, executives, architects, engineers and staffs members are serving for the enhancement of efficiency of the company so that the company serves the clients better. Departmentalization is specially taken care for systematic and coordinated operation of the company activities. A panel of advisors, consultants and patrons are also continuously working for its enrichment of products and services.

3.1 Company Profile

Company Profile	
Company Name	Ambition Development & Construction Limited
Corporate office	House No# 14/A (2 nd Floor), Road No# 1/A, Block-J, Baridhara, Gulshan, Dhaka-1212
Year of Establishment	2010
Registered Office	House No# 14/A (2 nd Floor), Road No# 1/A, Block-J, Baridhara, Gulshan, Dhaka-1212
Authorized Capital	N/A
Paid Up Capital	N/A
Nature of Business	Real Estate Development & Construction
Product line	Apartment(Commercial and Residential)
Number of Employee	60
Market segment	<ul style="list-style-type: none">• High Class• Higher Middle Class• Middle Class

Organogram

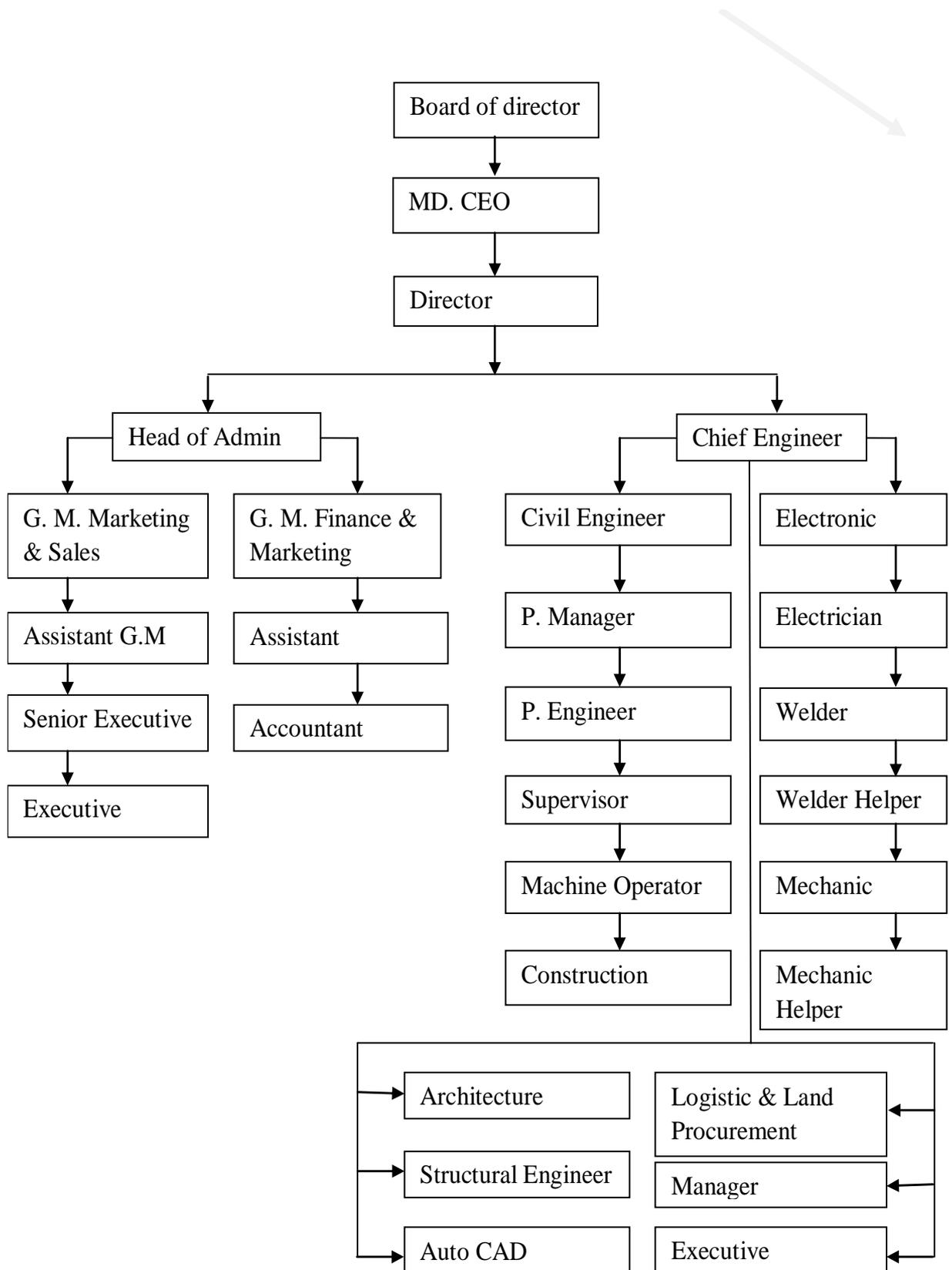


Figure: Organ gram of Ambition Development & Construction limited

About Ambition Development & Construction limited

Ambition Development & Constructions Limited is a sister concern of Ambition Group. Highly devoted to construct your space of living or business with utmost care we see and nourish it with integrity and highest level of safety measures. We have the best architectural support with modern technologies to construct your space. We value our customers believing that your satisfaction is an effective source of our success and will eventually lead us to achieve our goal to be the best in this kind.

3.2 Mission

We are highly committed to build our projects with highest level of professionalism and provide services to our customers in order to create a lifelong relationship with them throughout the process. We consider safety first while constructing, as we know safety is the ultimate need of our customers. And eventually we will climb the ladder of success by gaining your trust.

3.3 Vision

- To build the dream you see for safer living.

Logo:



Slogan: Ambition Development & Constructions Ltd.
... ..luxurious dwelling with security

3.4 Different Types of Building:

Depending upon the type of use, different type of buildings has been classified in following groups as per national building code:

- a) Residential Buildings
- b) Educational Buildings
- c) Institutional Buildings
- d) Health care Buildings
- e) Assembly Buildings
- f) Business Buildings
- g) Mercantile Buildings
- h) Industrial Buildings
- i) Storage Buildings
- j) Hazardous Buildings

Residential Buildings: These shall include one or two private dwellings, apartment house (Educational Buildings flats) dormitories, hotels etc.

Educational Buildings: These shall include any building used for school, college or day-care purposes involving assembly for instruction, education or recreation.

Institutional Buildings: These shall include any building or part thereof which is used for purposes such as medical or other treatment or care of persons suffering from physical or medical illness or disease. It includes hospitals, sanatoria, nursing homes, orphanages, jails, prisons, mental hospitals, reformatories etc.

Health care: These shall include any building or part of a building where group of people

Assembly Buildings: These shall include any building or part of a building where group of people gather for amusement, recreation, social, religious, periodic, civil, travel and similar purposes, for example, theaters, motion picture houses, assembly halls, auditoria, museums, gymnasiums, restaurants, places of worship, dance halls, club rooms, passenger stations, and terminals of air, surface, marine and public transportation services.

Business Buildings: These shall include any building or part of a building which is used for transaction of business, for the keeping of accounts and records for similar purposes, city halls, town halls, court houses, libraries etc.

Mercantile Buildings: These shall include any building or part of a building which is used as shops, stores, market, for display and sale of merchandise either wholesale or retail.

Industrial Buildings: These shall include any building or part of a building or structure, in which products or materials of all kinds and properties are fabricated, assembled or processed, for example, refineries, gas plants, mills, dairies, industries etc.

Storage Buildings: These shall include any building or part of a building primarily for the storage or sheltering of goods, wares or merchandise, like warehouses, cold storages etc.

Hazardous Buildings: These shall include any building or part of building which is used for the storage, handling, manufacture or processing of highly combustible explosive materials or products which are liable to burn with extreme rapidity and / or which may produce poisonous fumes or explosions; for storage, handling, manufacturing or processing which involve highly corrosive, toxic or noxious alkalis, acid or other liquids or chemicals producing flame, fumes and explosive, etc.

In this time, Ambition Development & Construction limited is develops Residential and Business Commercial Buildings. In near future, Ambition Development & Construction will develop other Buildings.

3.5 Marketing Mix Ambition Development & Construction Limited

The marketing mix is the product, price, communication, distribution and services provided to the target market. It is the combination of these elements that meets customer needs and provides customer value. The marketing mix known as the Four P's, the marketing mix elements are price, place, product, and promotion. Marketing Mix refers to the set of controllable tactical marketing tools-Product, Price, Place and Promotion that the organization blends to produce the response in the target market. Ambition Development & Construction Ltd. is an organization that is involved in various features for the Real Estate sector. Massive experience and expertise is required in the development of high-quality, lower cost living for middle class people and upper class people who are seeking luxury apartment. An area of intense training and attention is the importance of strong customer service.

- Apartments/Flats
- Commercial Spaces

■ Commercial cum Residential Buildings.

1. Product:

Product is the most important element to Ambition Development & Construction Limited for gaining client satisfaction. Ambition Development & Construction Limited is a developing company. So its products include Residential building, and Ambition Development & Construction Limited all time delivers quality products to their clients.

The Homes business caters to 3 segments of the residential market –

- Luxury
- Super Luxury
- Premium

2. Price:

Pricing is one of the most important elements of the marketing mix, as it is the only mix, which generates a turnover for the organization. It costs to produce and design a product; it costs to distribute a product and costs to promote it. Pricing is difficult and must reflect supply and demand relationship. Pricing of a product too high or too low could mean a loss of sales for the organization.

Ambition Development & Construction Limited sets its pricing into account the following factors:

- Fixed and variable costs.
- Competition
- Company objectives
- Proposed positioning strategies.
- Target group and willingness to pay.

Ambition Development & Construction Limited is superior and unique in this field of pricing which actually depends on the area and the location. For the price of their services it's high as because they're giving high quality product and their targeted market is also upper class and upper middle class people in society. They facilitate a high pricing range because of its quality products. They believe that they have the most quality products compare to others, so they charge high price compare to others.

Pricing strategy

Pricing decision should take considering account profit margins and probable pricing response of customer and competitor. Ambition Development & Construction Limited generally follows the pricing policy in a standard way. The most elementary pricing method is to add a standard mark up to the project cost.

- Ambition Development & Construction Limited is using “Competitive pricing” strategy.
- Most of the time flat or product price is determined by location or area.
- Product price or flat price is also determined by quality.
- Price changes occurred when raw materials price is increase.

3. Place

Although figures vary widely from product to product, roughly a fifth of the cost of a product goes on getting it to the customer. Getting the right product to the right place at the right time involves the distribution system. The choice of distribution method will depend on a variety of circumstances Ambition development & construction Limited has established their different projects at different locations based on customer choices and preferences. Places are convenient for their clients living hood. Their locations are given below:

- Badda
- Gulshan
- Nutunbazar

After extensive research and development this company has earned the credibility and reputation from all concerned. Now the Company has got the capability of to design and construct big budgeted ultra modern high-rise apartments and commercial buildings as well. The company builds the sculptures with modern elevators and facilities and proceeding with most experienced professionals to give the ultimate service to the customers. Suitable locations for the different clients are their aim to gain client satisfaction

4. Promotion

Ambition Development & Construction Limited runs its promotional activities for introduce its projects to customer. Promotional activities have major impact to

increase sales volume. Ambition Development & Construction Limited has promotional activities done that illustrate below-

- **Bill boards:**
In the every project's location and beside the road are hanging "Bill-board" for Advertising.
- **Print Media:**
For increasing sales Ambition Development & Construction Limited are published Ads through Brochure, Magazine and news paper such as Prothom-alo, Bangladesh protidin,
- **Electronic Media:**
Ambition Development & Construction Limited some time use "Electronic Media" for the Ads such as CD, DVD for some project, animation, any other presentation, multimedia presentation, E-mail, website etc.
- **Price less Offers:**
Ambition Development & Construction Limited some time gives price less offer 10%-20% of the total price. Ambition Development & Construction Limited also has Email campaigns to reach prospective clients or to up sell to current clients which is really a fast, easy and inexpensive ways.

3.6 Departments of the Company

Ambition Development and Construction limited Corporate Branch contains major departments. The name of those departments & activities are given below

1. Sales & Marketing Department
2. Purchase Department
3. Architecture Department (Design) ;
4. Construction Department;
5. Administration Department (HRM);
6. Account /Finance Department;
7. Logistic & Land procurement Department;
8. Customer Services Department

1. Sales and Marketing department:

This particular area of the company deals with making marketing plan, implementing and executing the plan carrying out promotional activities etc. Every working day at

morning Marketing Manager gives delivery valuable marketing related space to Joiner and Senior Executive. Marketing Manager takes a customer list from every Joiner and Senior Executive before the each working day.

Function of marketing department:

1. To search potential customers.
2. To prepare a list of the most potential customers.
3. To maintain regular relationship with most potential customers.
4. To convince the most potential customers with explaining all positive features.
5. To prepare attractive sales toolkits.
6. Advertising in newspaper, magazine etc.
7. Participating in different trade fare in home.
8. Provide necessary information to the clients.
9. Sending those publishing to the clients.
10. in office briefing to the clients about the architectural design.
11. To satisfy the customers with maintaining the commitment.

Target Market

Ambition Development & Construction Limited target customers are business persons, Bangladeshi people those are employed in foreign countries and service holders from social class community who will benefit from the apartment's incomparable level of quality, location and technological amenities. These customers will be looking for safe, high-quality environments that can advance the type of atmosphere they are needed.

The Segmentation of Market

Ambition Development & Construction Limited dividing there market into different income groups, for example; higher class people are first target, Higher-middle class people are second target and Middle class people are third target.

Target Market Segment Strategy

Ambition Development & Construction Limited believes that their incomparable level of quality, good location and technological amenities put Ambition Development & Construction Limited into a position of its own. This will be the major point of all their marketing and advertising efforts. These two segments are also easily reached through newspapers and website, as well frequent office premises displays. It is essential for Ambition Development & Construction Limited to understand that customers need and their priority.

Market Needs

Each of Ambition Development & Construction Limited project targeting needs the quality, convenience, service, safety, comfort and technological facilities that can only be found at Ambition Development & Construction Limited living apartments.

- The service holder segment needs a quiet safe atmosphere that encourages a secure environment. They also need the convenience of location.
- The business person segment needs a living environment that separates them from the noisy, dirty inconvenience of average apartment living. Most business persons are on their way to home ownership or movement to a larger city, so they need housing that will let them feel like they are getting the quality that they need.

Positioning Statement:

For people who desire high-quality, good environment and good location Ambition Development & Construction Limited can be able to fulfill their needs and desires an affordable price. Ambition Development & Construction Limited is committed to guaranteeing customers full satisfaction and handles all complaints immediately.

Product

Ambition Development & Construction Limited is an organization that is involved in various features for the real estate sector. Massive experience and expertise is required in the development of high-quality, lower cost living for middle class people and upper class people who are seeking luxury apartment. An area of intense training and attention is the importance of strong customer service.

Competitive Comparison

Ambition Development & Construction Limited competitive advantage is as follows:

- Ambition Development & Construction Limited offer a higher level of quality apartments than the average apartments found on city. This allows for those residents who do not want their living situations to hamper their comfort and enjoyment of urban life.
- Ambition Development & Construction Limited marketing and advertising costs are low due to simple marketing strategies. However, the owner's expertise in visual layout and communications is helpful to create a unique and artistic product for the customers. The main competition Ambition Development & Construction Limited is encountering the average lower cost apartment units.
- Ambition Development & Construction Limited follows national building code, RAJUK Rules and Regulation, FAR, and save natural environment to protect earth quake.

Architecture department:

Drawing, Design collect: Before starting the work collecting the drawing, design and required for a consultant.

Quality controlled: Quality of the materials is to be check before application of construction.

Construction structure: Structure of the building make by all time supervision, by an engineer.

The specific responsibilities are:

- a) Lay out planning for the building design.
- b) Developed the design layout.
- c) Supervising/monitoring progress regularly
- d) Proper demarcation of the land based on the size of the lot.
- e) FAR Calculation.

Account department

Accounts division is very crucial and for the company because of the nature of the business. Because the business does requires very frequent financial transaction. Most

of the financial dealings are being done by the prior approval of the director of the company. The specific tasks are:

- 1) Keeping, maintaining, and restoring financial data.
- 2) All of the banking transactions are finished by account department.
- 3) Maintaining financial inflows made by the buyers.
- 4) To financial outflows are maintaining.
- 5) Make payment to the employees.
- 6) Expedite payments of requisition made by the other department.
- 7) Regular updates of financial information.
- 8) Follow up expenditure.
- 9) Co-operate with the auditors for let them audit.
- 10) To different parties are making necessary payments.

Land procurement department

Land selection: Before select the land company take decision based on some factors as-

Customer Demand: First identify the customer's demand which customers like best. The luxurious and aristocrat area like Gulshan, Badda and Banani is the most demandable area for customer.

Good communication: It is the place where easy to go any place of the city without traffic jam and also a short time. Where shopping center, office, hospital etc is a short distance is the more choice able area for land selection.

Well Environment: Well environment means the hazardless and crowd less area is suitable for land selection. Survey the rate of other company: Surveying must be done for analysis the other competitive company around the area. It has to give more facilities by cheap rate compared to others. These depend on sharing the flats with the landowners.

Survey the rent of the apartment: Consider the rent of the flat for landowner. If house rent is high than company will try to get benefits from the landowner. House rent also depends on fixing the price per square fit.

Soil test: Soil test is important for the decision about the structural condition of the building. This is also done before agreement with landowner.

Submission the report of soil test: After submission the soil test report company knows how many storey's building that that they can build and about the foundation of the building.

Proposing number of storey: Proposing the number of storey and type foundation such as piling, mat, raft etc.

Consulting the rules and regulation of that area: Must be obeying the rules of the "RAJUK" Other hand, if the building is more than ten storied, then need permission from WASA, DESA, DESCO, TITAS, and DMP.

The names of the legal documentation before purchasing a land or real estate product:

- 1) Main registered documents.
- 2) Via Documents.
- 3) Mutation.
- 4) Up to date rent receipts.
- 5) Different types of parcha-
 - a) C.S= Catastral Survey (1940)
 - b) S.A= State Acquisition (1956-1960)
 - c) R.S= Renisional Survey (1960)
 - d) City/Bangladesh Survey (1998-99 & Continue)
- 6) Legal observation.

Deed of agreement Land owner and Ambition Development & Construction Limited it is mainly two parties Deed of agreement.

Construction department:

Construction department is the heart of Ambition Development & Construction Limited. Main works of Construction department are describe in below-

Site fencing: After purchasing the site fencing, hanging the signboard to be required. This work mainly completed by general labor.

Foundation: Foundation is the lowest part of a structure which provides a base for the super – structure proper. This term includes the portion of the structure below the ground level as well as artificial arrangement of concrete block, piles, raft, grillage, etc provided to transmit the loads on the structure including the dead weight of the structure itself to the soil below.

Mainly two kind of foundation:

- 1) Shallow foundations and
- 2) Deep foundations

Shallow foundation: When the foundation is placed immediately beneath the lowest part of the super structure, it is termed as shallow foundation. The object of this type of foundation is to distribute the structural loads over a wide horizontal area at shallow depth below the ground level. The various types of foundations which can be included under shallow foundation are:

- i. Spread footings
- ii. Grillage foundation
- iii. Eccentrically loaded footing
- iv. Combined footings
- v. Mat on raft foundation.

Mainly Raft foundation is available in our country from Shallow foundations.

Raft foundation: In made – up ground, soft clay or marshy site having low value of bearing capacity, heavy concentrated structural loads are generally supported by providing raft foundation. It provides an economical solution to difficult site conditions, where pile foundation cannot be used advantageously and independent column footing becomes impracticable.

Deep foundation: The strata of good bearing capacity is not available near the ground, the foundation of the structure has to be taken deep with the purpose of attaining a bearing stratum which is suitable in all respects. In addition there may be many other conditions which may require deep foundations for ensuring stability and durability of a structure. There are three kinds of deep foundation:

- i. Piles
- ii. Cofferdams
- iii. Caissons

Mainly Piles are available in our country from Deep foundations.

Piles foundations: In compressible soil or water-logged soil or soil of made-up type, piles are used with advantage for providing safe foundation for any type structure; Piles are used for foundation for buildings, bridges and water friend installations. In general, pile foundation provides a common solution to all difficult foundation site problems.

Materials stock: Materials stock like rod, cement, sands, bricks, stone, tiles, etc an estimated amount.

3.7 SWOT Analysis of Ambition Development & Construction Limited

SWOT analysis enables an organization to have a comprehensive insight about position in the industry compared to its competitors. It provides the organization a scope to strategically improve its position in the market. Here, I discuss the internal strength and weakness of Ambition Development & Construction Limited as well as the external opportunities and threats.

Strength (S)	Weakness (W)
<ul style="list-style-type: none"> i. Well known Brand ii. Long experienced service system iii. Dedicated and experienced associates iv. Strong distribution channel iv. Young and hardworking workforce v. Strong relationship with customers vi. Safety assurance. vii. Maintaining good relationship with ix. The new and old clients x. Their products quality 	<ul style="list-style-type: none"> i. Lack of service experience ii. Lack of efficiency in employees iii. Rapid decision change for both designed administration iv. Rules and regulations are not followed properly. v. Less number of associate in the sales department with lot of pressure. vi. High price of their products.
Opportunities (O)	Threats (T)
<ul style="list-style-type: none"> i. Growing market. ii. Located in the business area iii. More penetration into new markets iv. With existing products v. Introduce new high quality products and market with the help of their vi. Strong networks 	<ul style="list-style-type: none"> i. Growing competition in the market ii. Political instability iii. Rising price of dollar iv. High price of their products

Table No.3.1: SWOT Analysis of Ambition Development & Construction Ltd.

3.8 Operation of the Business in Ambition Development & Construction Limited

There is a standard and organized procedure of operation of the real estate business in Bangladesh. It is true that in some cases the business procedure may differ from company to company. However, most of the companies operate real estate development in most similar manner.

The first stage of real estate development is land procurement in most of the cases developers do not purchase land. They negotiate with individual land owner to construct building through joint venture initiative. If land owner and developer come to a consensus, the project is started. A number of steps are to be complete to procure the land.

1. Project procurement:
2. Building Design Preparation
3. Design Approval
4. Building Construction
5. Apartment Sale
6. General terms and conditions of allotment
7. Installment Collection
8. Customer Service
 - 8.1 Handling Customer Complaint
 - 8.2 Optional Extra Work
9. Utility Connection
10. Project Handover
11. Registration:

1. Project procurement:

At the very first step land information is collected through two different sources such as primary source and secondary source. Primary source involves publication of advertisement in national dailies and electronic media. Secondary source involves references of different personnel direct communication of land owner with company representative

All land information is primarily recorded. The information is then sorted out for preliminary land file

2. Building Design preparation

After completion of the land procurement the company starts to prepare architectural design by the architects. In most of the cases real estate developers engage consultancy firm in building design. However some renowned companies prepare their building design by in-house professional architects. Every real estate company follows a specific standard in building design. Nonetheless company representative always consider the opinion of the land owner. If the landowner wants to incorporate his idea design, a responsible developer tried to reflect the idea onto the design. In case of building design, developer companies are to follow the statutory rules and regulations. The most important regulations are Building Construction Rules, 2008 and Bangladesh National Building Code, 1993

3. Design Approval

After completion of building design it is submitted to concern authority for approval. Development Control Authority (e.g. RAJUK, in case of Dhaka) is responsible to assess the design standard. If the design complies with the concerned rules and regulations. Development Control Authority gives approval of the design for building construction. In some cases, they may ask the developer to modify the design standard to comply with the building regulations.

4. Building Construction

Construction works of the project is started after approval of the building design. Company involves professional engineers to supervise and monitor the construction works. Project staff coordinates with head office of the company in case of any requirement. During the construction period all types of safety measures are taken, such as, fencing, arrangement of safety-net, helmet, safety-belt etc. On an average the construction work takes 2-3 years to complete

5. Apartment Sale

After starting the building construction and setting the final price of the apartments, company's sales team undertakes various promotional activities to sale the apartments. Such activities usually differ from company to company. The most common one is advertisement on print and electronic media.

Consequently, the Sales personnel receive various queries from interest persons. The sales representatives along with the prospective client arrange site visit. While clients visit the project side, they select the desired apartment. The price of the selected

apartment is fixed through negotiation between company personnel and the client. However, some renowned companies sale their apartments in fixed price. After discussion on the price matter, the payment schedule is finalized with the consensus between the company and the client.

6. General terms and conditions of allotment

1. Application for allotment of apartment should be made on the prescribed application form accordingly signed by the client along with the earnest money. The company reserve the right to accept or reject application according to the rules and regulation of the compaty
2. On acceptance of an application, the company issues a allotment letter to the client on which the client starts payment as per the schedule of the project .Allotment of apartments is generally made on first come first serve basis
3. Payments of installments and all other changes are to be made due dates according to the schedule. The company may issue reminders to the allottee, but notwithstanding the issues of reminders, the allottee must adhere to the schedule to ensure timely completion of construction.
4. Delay in payments beyond the schedule date will make the allottee liable to pay delay change (amount varies from company) for every 30 days on the amount of the payment delayed. If the payment is delayed beyond 60 days the company shall have the right to cancel the allotment. In such an event, the amount paid by the allottee will be refunded after deducting the earnest money and after allotment of the cancelled apartment.
5. Connection fees/changes securtity deposits and other incidental expenses relating to gas, water, sewerage and electric connections are excluded in the price of apartments. Company collects those changes from the apartment owner when the construction works are very close to finish.
6. The company may cancel an allotment for non-payment of installments in disregard in disregard of reminders and after final intimation to the allottee by registered post at the address given in the application form.
7. The possession of the apartment shall be duly handed over to the allottee on completion and full payment of installments and other changes and dues. Till then the possession will rest with the company. If the project is completed

before the stipulated time, the allottee shall have to make full payment before taking possession.

8. After handover of the project, the allottee will become equally separable undivided and unmade shareholders of total acres of the scheduled land of the project in respective apartment. After all the dues and installments are paid by the purchaser accordingly, the vendors shall execute a registered sale deed in favor of the purchaser transferring share of land of the project in the demised apartment.

9. After taking over of apartment of the project, the allottee (s) must consult the company prior to undertaking any structural or layout changes within the apartment complex. Failure to do so will be at the sole risk of the allottee.

10. Company is not liable if the completion period of the construction of the projects is affected by unavoidable circumstances beyond the control of the company, like natural calamities, political disturbances, strikes and changes in the fiscal policy of the state etc.

7. Installment Collection

In most of the cases, people buy apartment on installment basis. However, they are to pay the full amount prior to apartment delivery. Similarly, apartment buyers require to pay the installment on due time. The buyers often face the difficulty of maintaining schedule of payment. In this situation, responsible developer companies give reminder to the particular client to recall the time of payment. Moreover concerned representatives of renowned companies always pursue to collect installment as per payment schedule.

8. Customer service

In recent days, there is an additional opportunities for the clients to get customer service facilities. These facilities include:

8.1 Handling Customer Complaint

Customer Service Department monitors the customer complaints. the customer complaints are recorded by the customer service. After recording they communicate with the concerned technical professionals to solve the matter. Technical persons analyze the nature of complaints and initiate to take the corrective action. Any type of similarity in accordance with the agreement is solved through customer service.

8.2 Optional Extra Work

After the completion of first slab casting of the building, customer service department sends a letter informing the opportunity of optional extra work on additional payment. Through this process apartment buyer can decorate their apartment according to their requirement without changing external architectural view. For Example, If any client willing to set high quality marble tiles instead of company standard, he can do this with extra payment. This provides the opportunity to the clients who want some enhancements of their apartments, which can be much expensive once the construction is completed

9. Utility Collection

Company arranges utility connection to the apartment owner. Company representatives communicate with different authorities concerning the supply of electricity, gas, water, telephone etc. company fulfills all the necessary requirements of various authorities to ensure timely connection of all utility services. The apartment owners just get the output on payment of utility connection charges.

10. Project Handover

After completion of total construction work of each individual apartment, company initiates to handover the apartments to the respective apartment owners. Before the handover company representatives thoroughly verify the construction works whether the products are sufficient to satisfy the apartment owners or not. If there is any anomaly, concerned engineers take necessary steps to make the project ready for delivery. For the purpose of effective management and maintenance of the building the purchasers of the apartments forms a mutual benefit cooperative society under the Co-operative society Act 1940. The society is entrusted with the management and maintenance of the building. The rules regulations and by laws of the co-operative society relating to management and maintenance of the building are binding upon all the purchasers/owners of the apartments. In this case, company plays the role of chief coordinator to form the society.

11. Registration:

Finally the company arranges apartment registration and mutation for individual apartment owner. The owners achieve legal right to avail the apartment units through this registration. The registration cost is determined by the government. In general this expenditure is borne by the apartment owner.

3.9 Project feasibility Study, FAR Calculation and Material Analysis

Determine physically a proposed land is feasible in Ambition Development & Construction Limited

Selected Area :

Location: Badda

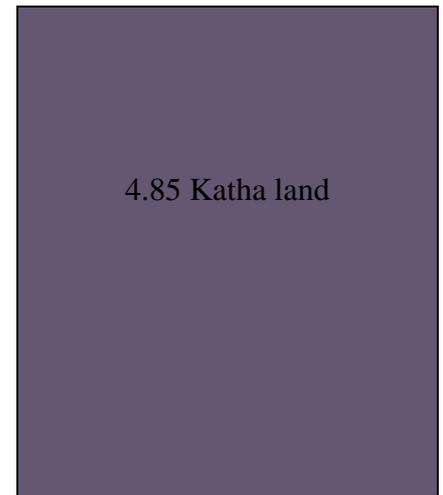
Road No:Ka-42,Shahid Bir Uttam Rafiqul Islam Avenue, Progoti Sharani, Gulshan, Dhaka-1212

House:

Area of Land: 4.85Katha

Measurement of Land:

- i) East Side : 25 Road
- ii) West Side : 12 Road
- iii) North Side : 60 Road
- iv) South Side : 25 Road



Width of road (Front side) & other side it exists with sketch: 30 ft.

Orientation of Land:

- i) East Side : Suvastu Shopping complex, Cambrian School and College, UITS University, Baridhara J-Block.
- ii) West Side : Embassy of USA ,Embassy of Thai, Embassy of Canada,
- iii) North Side : BDDL Housing project, Baridhara Residential Area, Kuril Flyover Jamuna Future Park
- iv) South Side : Home Décor,

Facing : North

Are there any negative sides of the land: No Negative side in the project land area?

Distance/Location of H.T Electric line, WASA water & sewerage line, Gas line Garbage collection sport etc. Near the project Area.

Why do you think this proposed land is viable? Yes, I think this project is viable. Because every requirement is fulfilled in the project area. So, this project is viable.

FAR Calculation of Ambition Rahman Complex

Total Construction Area = Total Land Area × FAR

FAR = Total Construction Area / Total Land Area

Land area = 4.85 Khata

Floor Area Ratio (FAR) = 3.75

Maximum ground coverage (MGC) = 62.5%

Land area = 4.85 Khata

= 3492 sft

FAR = 3.75

MGC = 62.5%

Total Construction area = Total Land Area × FAR

= 3492 × 3.75

= 13095 sft

Extra for balcony 5% = 655

Total = 13095 + 655 = 13750 sft

Maximum Ground Coverage = 3492 × 62.5%

= 2183 sft

Total no of floor = Construction area ÷ MGC

= 13750 ÷ 2183 sft

= 6.30 or 6 floor

G+ 6 floors

= 6 storied Building

Each floor area (MGC) = 2183 sft

Two (02) unit apartment = 2183/2

= 1092 sft

Common space = 150 sft

Each flat area total = (1092 + 150)

= 1242 sft

Design drawing approval from RAJUK requirement document:

1. 8 set architectural drawing

Sheet1

- a) Ground floor plan
- b) Semi basement
- c) Basement
- d) Layout plan
- e) Site plan
- f) Section of building
- g) FAR analysis and occupancy type
- h) Typical floor plan
- i) Roof top plan

Sheet 2

- a) Four side elevation
 - b) FAR analysis and occupancy type
2. Land clearance from RAJUK
3. Land clearance of specialized project
4. Rajuk fees payment slip
5. Legal all land document photo copies
6. Soil test report
7. For apartment
(Floor wise no's of apartment)

Analysis of Material

Concreting and Brick Work

1 cft Concrete

Costing Proportion: 1:2:4

$$w/c = 0.5$$

Material dry Volume:

$$\begin{aligned} \text{Total Volume} &= (1 \times 1.5) \text{ cft} \\ &= 1.5 \text{ cft} \end{aligned}$$

Requirement of materials

$$1. \text{ Stone Chips} = \frac{1.5 \times 4}{7} \text{ cft}$$

$$= 0.857 \text{ cft}$$

$$2. \text{ Sylhet Sand} = \frac{1.5 \times 2}{7} \text{ cft}$$

$$= 0.428 \text{ cft}$$

$$3. \text{ Cement} = \frac{1.5}{7 \times 1.25}$$

$$= 0.1714 \text{ Bags}$$

$$\text{Water: } \frac{w}{c} = 0.5$$

$$w = C \times 0.5 \quad (1 \text{ Bag Cement} = 50 \text{ kg})$$

$$= 50 \text{ kg} \times 0.5$$

$$= 25 \text{ Liter}$$

Analysis of Material

Brick Volume

Standard size of Brick:

$$9\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{3}{4}$$

1 sft Brick Work

The Standard size o bricks

$$9\frac{1}{2} \times 4\frac{1}{2} \times 2\frac{3}{4} \text{ with } \frac{1}{4} \text{ meter it comes}$$

$$10 \times 5 \times 3$$

$$\text{Volume of one brick: } \frac{10}{12} \times \frac{3}{12}$$

$$= 0.2083 \text{ sft}$$

For 1 sft of Brick work, Brick requirement

$$0.2083 \text{ sft} = \text{One no brick}$$

$$\Rightarrow 1 \text{ sft} = \frac{1}{0.2083}$$

= 4.80 No's bricks

5% wastage = 0.24 Nos

Say = 5.04 Nos

For 1 sft brick work = 5 Nos bricks

Brick Work/ Masonry work

Brick Work/ Masonry work is basically known as wall materials. Masonry wall can be divided into following categories:

1. Load bearing walls
2. Non- load bearing walls
3. Retaining walls

Load bearing walls: A wall designed to carry superimposed loads from floor, beam, column and roof termed as load bearing wall.

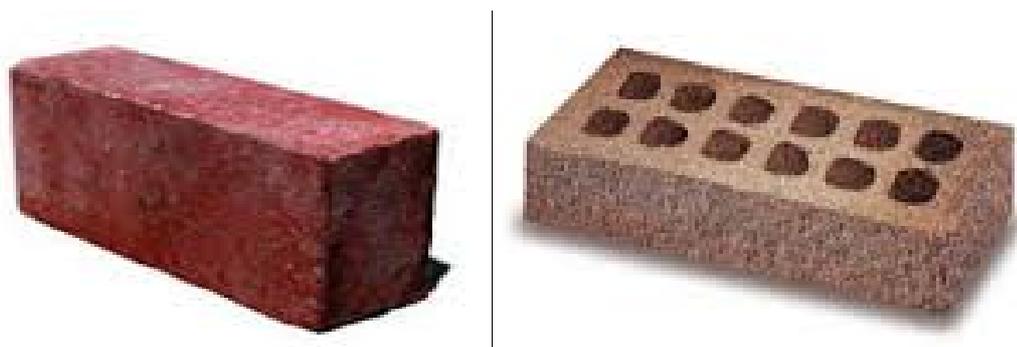
Non- load bearing walls: partition wall boundary wall, curtain wall.

Retaining walls: This type of wall built to resist the pressure of earth granular materials a liquid sound etc.

Test methods of 1st class bricks

- i. Take a brick and try to make on the surface by mail if you can make it, it is not a good bricks, if not it is very hard and
- ii. Take a brick and strike it with another brick or with hammer. If it gives clear ringing or metallic sound, it is a good brick, it not if is bad brick.
- iii. Take two brick and forma tee (T) and drop from a height of 5-6 ft on a more or less solid surface. If brick they are not good brick .If they remain unbroken, they are good bricks.

Standard size Brick



Reinforcement (Rod)

Quantity of concrete: 5000 cft

Considering 2.5% Reinforcement

$$5000 \times 2.5\% = 125 \text{ cft}$$

$$125 \text{ cft} \times 490 \text{ lbs} = 61250 \text{ lbs}$$

$$= \frac{61250}{2.204 \text{ kg}} \quad (\because 1 \text{ lbs} = 2.204\text{kg})$$

$$= 27,790.38\text{kg}$$

$$= \frac{27790.38}{1000} \quad (\because 1 \text{ TON} = 1000\text{kg})$$

$$= 27.80\text{TON}$$

$$= 5.56 \text{ kg}$$

$$\therefore 1 \text{ cft} = 5.56\text{kg}$$

Construction materials

A. Coarse aggregates:

1. Stone chips (Boulder)
2. Shingles
3. Brick chips

B. Coarse Sand:

1. Sylhet Sand
2. Fire sand (local sand)
3. Veti sand (filling sand)

C. Cement:

1. Ordinary port land cement (OPC)
2. Composite Port land cement (PCC)
3. Sulphet resistant cement
4. Rapid hardening Portland cement
5. Clay cement (for marine use)
6. Arc Entraining cement (for action against freezing)

7. Pazalanic silica cement (against corrosive water and fire resituates

D. Ad mixer:

1. Pogo lit
2. Sika
3. Fosrock
4. Foam-Lub

E. Heat Related chemical

F. Water

3.10 Objectives of the Study

The objectives of my study are focus from broader aspect as well as specific object that are given below:

Broad objective:

The objective of the study is to gather practical knowledge regarding Real Estate business as well as analysis of marketing mix of the Ambition Development and Construction Limited.

Specific Objectives

The specific objectives of the study are as follows:

- i) To investigate and find out the various products of Ambition Real Estate;
- ii) To find out the product mix and line of the company;
- iii) To know the pricing strategy of this company
- iv) To know the advertising policy of this company;
- v) To identify the distribution channel of this company;
- vi) To find out the problems (if any) relating to the marketing activities of this company; and
- vii) To recommend some suggestions based on findings

3.11 Loan Procedure strategy of Bank

There are many document submissions in Bank such as:

1.0) Eligibility for getting loan:

1. Ownership of Land/Plot.
2. Ability for primary investment (at least 20% of estimated cost).
3. Bangladeshi National.

2.0) Deeds and documents required to be submitted with loan application:
(A) The following documents are required for the Application of a loan in case of land allotted by the Government/ National Housing authority/ RAJUK/ CDA/ KDA/ RDA/Cantonment Board/Housing Society (land allotted by the Govt.) etc.

1. Original allotment letter (If there).
2. Possession transfer letter (If there)...
3. Original lease deed along with a photo copy of the deed (duly attested by a class one gazette officer). If original lease deed is not available from the sub-registrar's office then original receipt (given by the sub-registrar's office) and a certified copy of this lease deed is required.
4. No objection certificate (N.O.C)/Mortgage permission letter in favour of the Corporation is required.

(B) In case of Non Government/private owned land:

1. Land owner's original title deed (Sub kabla/ gift/ partition deed)
2. Certified copy of C.S, S.A & R.S khatian.
3. Mutation Khatian, D.C.R, Recent Rent payment Receipt.
4. Attested copy of chain of documents from S.A/R.S record for gradual ownership.
5. Non encumbrance certificate (including 12 years search) issued by district registrar's office is needed.

(C) Necessary documents in case of both kind of ownership patterns:

1. Two copies of building plan/layout plan approved by the competent authority along with approval letter.
2. In Dhaka and Chittagong Metropolitan city Soil test report of the land on which the proposed building will be constructed.
3. (a) In case of multi storied building two copies of structural design of the proposed building is required along with a certificate issued by a graduate civil engineer/Executive
4. Engineer/ Engineering consulting firm with at least 5 years of experience in this field.
(b) In case of a building having 7 storied or over, a certificate is needed to be

issued by a experienced graduate civil engineer/Executive Engineer/
Engineering consulting firm with at least 10 years of experience.

5. Two copies of route map signed by the applicant.
6. Three copies of attested passport size photograph and two copies of attested specimen signature of the applicant.
7. Applicant's income certificate, Income tax identification number and certificate of income tax payment (in case of taxpayer).

CHAPTER FOUR

FINDINGS & RECOMMENDATION

4.0 Findings of the Study

The findings of the study are as follows:

- Lack of effective new product development policy: Lack of the product quality and the technological use for their promotional and advertisement activities. Ambition Development & Construction Limited are promotional activates done by limited print media and electronic media.
- Lack of standard pricing strategy: Product pricing policy is very high to another Real Estate or Developer Company. Policy is not very much friendly for customer. So customer are feeling hesitate to invest in this company.
- Lack of effective advertising policy: Lack of the international and local TV ads, print media, electronic media, and many types of advertising offer. Ambition Development & Construction Limited hasn't done different type of promotional activates such as; Seasonal offer, Mega offer, Occasional offer.
- Lack of smooth distribution channel: Lacks of product distribution are not proper time, in many times.
- Lack of skilled manpower: Education qualification of Ambition Development & Construction Limited maximum employs is not Real Estate based that reason, sometimes they cannot able to correct answer to the customer's questions.
- Lack of sophisticated technology: Lack of advance technology or machineries. A sophisticated machine, device, or method is not more advanced or complex than others.

4.1 Recommendation

During my tenure as in “Intern” An Ambition Development & Construction Limited. My placement was in “Sales & Marketing Department”. I worked there for three months where I encountered some issues that I thought should catch the Ambition Development & Construction Limited management's attention to re-examine. Ambition Development & Construction Limited is one of the topmost developers in the country and it has been operating quite successfully. Although it has a healthy and steady growth in sales development of apartment & shopping complex, the

organization needs to address some of the bottlenecks found at the time of internship program. In an attempt to solve various problems so far identified in this study, the following recommendations can be put forward:

Ambition Development & Construction Limited should implement the best service providing strategy that will ensure more value for the existing and target customers.

- When the Ambition Development & Construction Limited should implement internet marketing then their existing client and potential client will be very effective in this regard.
- “Marketing and Sales Department” should run in the most efficient and effective way. For ensuring better service Ambition Development & Construction Limited should recruit more people in this department.
- Marketing Team (Direct Sales Agents) is less motivated in their job. They are not satisfied with their sales commission. Ambition Development & Construction Limited should provide them a fixed sales commission and some rewards like the best performers to be rewarded annually.
- The managers and executives of “Sales & Marketing Department” should give more sincere attention to solve the customers’ problems.
- “Sales & Marketing Department” should encourage its employees for career development. By doing so, Ambition Development & Construction Limited will be able to increase the performance of the employees.
- Ambition Development & Construction Limited should take protective measures so that it can be ensured that the services provided by its employees are free to get in its highest limit. This will help clients to come out from the fear of false transaction.
- Ambition Development & Construction Limited should wishes to the clients on different occasions. It will create an extra value for the clients and make them more pleased and positive about the company.
- Before selling apartments or commercial spaces, “Sales & Marketing Department” should meticulously verify the applicant’s income from salary, status and other required particulars because many clients have a tendency to furnish erroneous information in their applications.

- Ambition Development & Construction Limited direct marketing effort must be implemented more precisely and elaborately to ensure maximum market coverage both for existing and proposed clients.
- Arrangement for offering attractive gifts & prizes for the clients and target clients should be made so that the numbers of clients may increase day by day.
- They should apply some promotional activity to raise its sale.
- Evaluation for the good performance of the employees by introducing award and incentives.

CHAPTER FIVE

CONCLUSIONS

Conclusions

The Real Estate sector of Bangladesh is a rising sector. The sector is growing very rapidly and increase competition day by day. Without follow a specific target and work schedule it's very difficult to make above average return from market.

Though it's the rapid growing sector, still its activities are limited to the higher class people. A few number of middle class people who get a healthy amount of pension fund after retirement or can manage bank loan, may buy apartment; but the price of the apartments are excessive for them. If it's possible to decrease apartment's price it may helpful both for customers and firm. In this way firm can able to enhance their sales volume by decreasing the price of apartments respectively.

Though some problems and weakness are found in Real Estate sector can stand in a strong position by creating trustworthy, decrease price, regulation of collecting installment, developing product etc. The Government should give all kinds of support to achieve the goal of this sector.

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APPENDIX 01:
DEED OF JOINT VENTURE AGREEMENT

This JOINT VENTURE AGREEMENT for construction of apartment Building is made and executed on this 7th November, 2009 of the Christian era.

BETWEEN

(1) Firoza Begum, Age: 55, Husband Name: Late, Abdul Rahman, Father Name: Late, Md.Hossain,Permanent Add: vill- Khathaldia, P.O: Beraid, P. S: Badda, Dist: Dhaka Present Add: KH-42 Shahajadpur, P.S-Gulshan,Dist.-Dhaka,-1212. Professions: Housewife, by faith Muslim, Nationality: Bangladeshi, as ``**THE FIRST PARTY/ LANDOWNER**”(Which expression where the context so admits shall mean and include his legal heirs, representatives and assigns) of the ONE PART.

AND

Ambition development and construction Ltd represented by its Managing Director Mehedi Hossain (Farhad) son of Md. Alhajj Abdul Hafiz,Mother Name- Hamida Begum,, Dhaka Present Add: KH-42 Shahajadpur, P.S-Gulshan,Dist.-Dhaka,-1212. Professions: Business, by faith Muslim, Nationality: Bangladeshi, A private Limited Company incorporated under the companies Act, 1994 (Act No. 18 of 1994) registration No C- 83808/10 having its hereinafter referred to as `` **THE SECOND PARTY/DEVELOPER.**” (Which expression unless otherwise excluded shall include its successors in interest and assigns) of the **OTHER PART**.

WHEREAS THE FIRST PARTY/ LANDOWNER is the absolute owner and in peaceful possession paying rents & taxes of the scheduled land more or less 600 sq. yards = **04.87 Khata**, Situated in the District- Dhaka, P.S – Badda, Mouza-Vatara , Plot# KH-42,Shahid Bir Uttam Rafiqul Islam Avenue, Progoti Sharani,Gulshan,Dhaka-1212 more fully described in the schedule below and hereafter referred to as the Scheduled land.

WHEREAS The Promoter/ Developer that is the party of the second part, who is engaged in the business of construction/ raising of multi storied building and selling flats to different persons, has proposed construction of a 07(seven) storied building on

the land in schedule `` A'' with their own money and materials and the said proposed construction is mentioned in schedule `` B'' of this Agreement.

AND WHEREAS: The land owner that is the first party has appointed and authorized he Promoter/ Developer that is the Second Party to construct the said Schedule `` B'' building / Apartments on the Schedule `` A'' land and to sell through allotment the apartments except Landowner's apartments to other parties and collect money against the respective sale/ allotments from the allottees for construction of the said building/apartments.

AND WHEREAS the **FIRST PARTY/ LAND OWNER** being desirous to develop the scheduled land by constructing apartments building thereon and as such approached the **SECOND PARTY/ DEVELOPER** to do it.

AND WHEREAS the **SECOND PARTY** being property developer and after physical inspection of the schedule land, agreed that an 06(six) storied apartment building as per RAJUK Rules with the ground floor reserved for car parking space and 07(seven) floors on top of it for apartments shall be constructed under Joint Venture program on the scheduled land on apartment sharing basis at the cost of second Party/ Developer. The **FIRST PARTY/ LAND OWNER** will own 50% of the total Apartments/Floor Space and the **SECOND PARTY/ DEVELOPER** will own total 50% Apartment /Floor space and proportionate car parking space, undivided & undemarcated land of the building.

AND WHEREAS on the day of signing the Joint Venture Agreement and power of Attorney in favor of **AMBITION DEVELOPMENT AND CONSTRUCTION LTD.** Represented by its Managing Director Mededi Hasan(Farhad). The **LAND OWNER/ FIRST PARTY** will hand over the Certified Copies of all title Deeds and supporting documents/papers relating to the schedule land to the **SECOND PARTY/ DEVELOPER**. If the second party/ Developer have to procure the documents from concern govt. offices, the land owner First party shall bear the expenses for the same.

NOW THIS JOINT VENTURE AGREEMENT WITNESSETH THE FOLLOWING TERMS & CONDITIONS:

1. That, in addition to the **FIRST PARTY/ LAND OWNER'S** Proportionate 50% of the total apartments/Floor space including car parking space, undivided & undemarcated land the **SECOND PARTY/ DEVELOPER** will pay to the **FIRST PARTY/ LAND OWNER** Tk. ...25,000,00..... (Twenty five lac) only as Financial Consideration, which is not refundable & the amount will be paid as per following schedule.

Tk. ...2, 00, 000, 00..... (Two lac) only for house rent as Financial Consideration. Which is not refundable & the amount will be paid Consult with Managing Director of **AMBITION DEVELOPMENT AND CONSTRUCTION LTD.**

- (i) Tk. 2, 00,000.00 (Two lac) only at the time of signing Deed of Agreement & Power of attorney.
 - (ii) Tk. 13, 00,000.00 (Thirteen lac) only at the time after plan approval by RAJUK and possession handover.
2. That the First party relinquish title 50% land (developers portion) against total consideration of agreed built up apartments and said TK. 25,00,000.00
 3. That the **FIRST PARTY/ LAND OWNER** shall hand over vacant possession of the schedule land to the **SECOND PARTY/ DEVELOPER** after plan approval by RAJUK favor of Second Party/ Developer.
 4. That a seven storied apartment building as per RAJUK rules will be constructed on the Schedule land by the **SECOND PARTY/ DEVELOPER** with the ground floor reserved for car parking space and 06 (Six) floors on top of it for apartment as per lay out approved by RAJUK.
 5. That the project building will be named as “ **AMBITION RAHMAN COMPLEX**” and the developer shall include this name apartments selling agreements to any third party and shall make it a condition to retain the said name
 6. That the **SECOND PARTY/ DEVELOPER** shall construct a seven storied apartment building (As per RAJUK rules) at their own cost and shall own 50% of total apartment's Floor space i.e. Nos. apartments, proportionate car parking space, divided & undemercated land and the **FIRST PARTY/ LAND OWNER** shall own 50% apartments/Floor space i.e. No's, apartments & car parking space including divided & undemercated land

Apartments Location in the building for (A) **FIRST PARTY/ LAND OWNER** and (B) **SECOND PARTY/ DEVELOPER** are out lined below:

(A) Apartments of the First Party/ Land Owner:

SL.No	Apartment	Size/sft.	Floor	Location
1	Ground	50%		
2	A1+B1		1 st floor	Total space
3	A4+B4		4 th floor	Total space
4	A6+B6		6 th floor	Total space

(B) Apartments of the Second Party/ Developer:

SL.No	Apartment	Size/sft.	Floor	Location
1	Ground	50%		
2	A2+B2		2 nd floor	Total space
3	A3+B3		3 rd floor	Total space
4	A5+B5		5 th floor	Total space

7. That the **SECOND PARTY/ DEVELOPER** shall have the right to select the prospective buyers and sell, transfer their proportionate owner 50% of total apartments at the price fixed by the SECOND PARTY and shall receive the sale proceeds and will adjust/ get reimbursement of cost of construction of the seven storied building as mentioned above.
8. That the prospective Buyers of Develop proportionate owned 50% apartments have the opportunity to get Finance/Land from Banks or Lenders as per its own interest and shall be liable for repayment of their loan. The **FIRST PARTY** shall be liable for any of their Financial and Legal execution.
9. That the **DEVELOPER/SECOND** party shall mortgage the scheduled land or any portion thereof to any Banks or Financial Institution or person for any purpose.
10. That the construction of the apartment building will be made, under the head **STANDARD FEATURES (Annexure `A`)** If the **FIRST PARTY** wishes to do other additional work outside the **STANDARD FEATURES** in their

apartments , then the **FIRST PARTY** will make an application in writing indicating details of the optional features or particular requirement to the **SECOND PARTY**. Then the **SECOND PARTY** will the give and estimate to the **FIRST PARTY** regarding the required works as mentioned above after deducting the amount of the **STANDARD FEATURES** and **FIRST PARTY** shall make advance payment of the extra amount and the work will then be done accordingly by the **SECOND PARTY**.

11. That the **SECOND PARTY/DEVELOPER** shall transfer their proportionate owner 50% apartments & car parking spaces including divided and undemarcated portion of land of the **SCHEDULED LAND**, to prospective buyers through constituted power of ATTORNEY executed by the First Party/ Land Owner.
12. That the **FIRST PARTY/ LAND OWNER** shall appoint nominate and constitute **AMBITION DEVELOPMENT AND CONSTRUCTION LTD** .represented by its Managing Director **Mehedi Hasan (Farhad)** The **SECOND PARTY/DEVELOPER** AS his true and lawful attorney by a registered irrevocable power of attorney authorizing empowering the following
 - i) To prepare plan and design for construction of building and apartments on the scheduled land accepted by both parties and to get them approved by the authorized officer of Rajdhani Unnayan Kartripakka, (RAJUK) Dhaka
 - ii) To construct seven- storied apartment building on the scheduled land as per plan approved by the relevant authorities e.g. RAJUK.
 - iii) To negotiate with the intending buyers for the sale of Developers proportionate owned 50% of total apartments of the building to be constructed on the scheduled land and to receive advance & proceeds against said apartments of the **SCHEDULED LAND** from the buyers against issuance of allotment letter.
 - iv) To advertise for sale of 50% of total apartments/flats of the scheduled land in the Newspapers, television, Display Sign Board or other media.
 - v) To execute and register the sale deeds. Handover the possession of Developer proportionate owned 50% of total apartments in favor of

prospective buyers and sign all or any documents in this connection, excluding those owners' apartments owned by the **FIRST PARTY**.

- vi) To install/affix or display the name plate, Billboard/sign board in the name of the **SECOND PARTY** at the site of the **SCHEDULED LAND** to facilitate the property development venture.
- vii) To apply and take out certified copies of any document or documents from any Government offices or quasi judicial offices etc.
- viii) To pay all kinds of Taxes, Duties of Government, semi- Government offices, City Corporation etc. in respect of second parties proportionate 50% Apartments.

13. That the **FIRST PARTY/LAND OWNER** assure/guarantees that the said land is free from all encumbrances and on lien, charges, mortgage or agreement for sale has been made on the schedule land and further undertake that he shall not transfer the scheduled land to any person in contravention of this deed of agreement. However, if the **FIRST PARTY** in future, as long as this agreement is not officially terminated, creates any liability of any kind on the **SCHEDULED LAND**, the **FIRST PARTY** will stand liable for all damages arising out of it.

14. That the construction of the proposed **07 (Seven)** storied apartment building (as per RAJUK rules) shall be fully financed by the **SECOND PARTY** and **FIRST PARTY** in future shall have nothing to do in this regard, all financial involvement in the matter of development and construction shall be on the **SECOND PARTY'S account**.

15. After handover of vacant possession of the land, the construction of the 07 (Seven) storied building as per RAJUK rules will be complete within a period of 24(Twenty Four) months and 06 (Six) months will be taken as grace period and that for any reason beyond the control of the **SECOND PARTY/DEVELOPER** such as acts of Allah, natural calamities, political disturbances, strikes, and changes in policies of the state, the construction work of the building may be delayed. In the event of such occurrence the **DEVELOPER** shall immediately notify **FIRST PARTY**, and both the parties will extend for a period mutually agreed upon, so that he construction work may be completed successfully. But delay after 30 months (as stated above) for the cause of **SECOND PARTY/ DEVELOPER**, The Second party

will compensate the Land Owner at the rate of 09 Tk. Per square feet per month on the landowners 50% share of apartment to be schedule land.

16. That the **FIRST PARTY** shall update the payment of all taxes and rates any other bills in respect of the scheduled land, before the handover of the land to the **SECOND PARTY**. There after second party will bear all bills, Levi taxes, rates etc.

17. That in carrying out the work of construction by the Second Party in regard to the specifications set out in annexure `A` hereto and job, work or specification not covered by the Annexure `A` shall be done at of agreed standard with consultation with FIRST PARTY.

18. That if any incident occurs during construction works at the site of the project the FIRST PARTY shall not be held liable.

19. That all owners of apartments shall abide by all rules of conduct and bye laws of the Society/Owners association to be formed by all the apartments' owners Every 100 square feet of apartment shall have I vote and decision on the association/society shall be taken on that basis.

20. That the FIRST PARTY and the buyers of apartments shall be jointly responsible through a cooperative society or owners association for the operation, maintenance repairs and replacement of lifts, water-lifting motors and pumps, water reservoirs, sewerage mains, electric line, drains, culverts, internal roads and passages, driveway, gardens, common corridors, stairs, landing, common adjuncts, fittings and fixtures and other common parts and common properties in the building and each apartment owner shall bear his proportionate share of the maintenance expenses of the above common properties.

21. That in case of any dispute between the FIRST PARTY and SECONT PARTY reparsing meaning of any clause of his agreement, it is agreed that it will be resolved amicably between to two parties and supplementary agreements may be subsequently made to mitigate the matter.

22. That if the two parties cannot resolve the dispute amicably, in that case it is agreed by both the FIRST and SECOND PARTY that it will be resolved by way of arbitrators and both parties shall appoint one Arbitrator each and the Arbitrators shall

mutually appoint an Umpire. If they are not unanimous, the decision of the Arbitrators or the Umpire will be final and binding upon the parties and the provisions of the arbitration Act. 1940 and Rules there under shall be applicable thereto.

23. This Deed of Joint venture Agreement will remain valid & buildings upon the parties heirs, legal, successor in interest & assigns.

24. This deed of Joint Venture agreement is executed in 2 (two) counter parts, each is an original, but all of which together constitute one and same deed.

SCHEDULE OF THE LAND

Dist. Dhaka, P.S: Gulshan, Sub-Registration office- Gulshan, Mouza- Vatara, C.S. Khatian No.-313, S.A.-Khatian No-3, Mutation Khatian No- 3/168, City jorip Khatian No- 1020, C.S & S.A. Plot No- 739, R.S. Plot No- 1683, CDhaka City corporation Holding No. KH-42 Shahajadpur, P.S-Gulshan,Dist.-Dhaka,-1212.. Area of lands 4.85 (Four point eighty five) kathas Bounded by:-

One the South : Md. Arfan Munshi
One the West : Boishakhi sarani & Md. Amir Ali and other's.
One the North : Md. Heal Uddin Khan
One the East : Md. Mubbat Ali.

SALIENT FEATURES OF THE COMPLEX

Building Entrance

- Decorative Prestigious Main Gate (SS) with Lampposts as per elevation & perspective of the building.
- Security provision through guardroom to control incoming and outgoing persons, vehicles and goods.
- Comfortable & functional internal driveway made of concrete with best Quality designed pavement locks/floor tiles(Mirpur Ceramic/Unique approved quality or Equivalent)
- Designed boundary walls all around of at least 5 heights with necessary security protections to prevent unauthorized entrance.
- Project Name with address logo of the developer in brass on an attractive polished Marble Granite bases as per design of the Architect

Reception Lobby

- Reception desk with Marble Top.
- Homogeneous Tiles floor in the reception area.

Lift

- One international Standard 04 (Four) passengers Lift (LG-Otis, Sigma-Otis or Equivalent) of standard.
- Fast & Reliable service to residents in all floors.
- Intercom line & Emergency Alarm provision.
- Adequate lighting & Fan provision.

Lift Lobbies & Staircases

- Best quality marble in Ground Floor lift lobby and lift walls.
- Homogeneous Floor Tiles in all other lift lobbies (RAK/Equivalent)
- Best quality matching sized Glazed Ceramic Tiles in other floor lift walls (RAK/Equivalent)
- Spacious stair case with easy-to-climb steps properly fitted with metal- toe (brass) on each step, a selective combination of comfort & convenience.
- Best quality Homogeneous Nosing Stair Tiles in all staircases (RAK/Equivalent)
- Designed Stair Railings (SS) along with decorative & polished Wooden Handrail and post.
- Provision of adequate day light & ventilation in the stair case through use of large glass windows, fitted with good quality 5mm tinted glass.
- Stair case Windows/Ventilators will e protected with strong grills made of square bars.

Generator

- International Standard Generator (Kohler/FG Wilson/Perkins/SDMO or Equivalent)
- KVA capacity to cover Lift, Pumps, Common Lights & One light, One fan per unit.

Water Pumps

- 2 Units (One standby)

- European Origin Pedrollo or Sear or Equivalent

Floors

- Homogeneous floor tiles (RAK or Equivalent)

Painting & Polishing

- Best quality very well finished soft colored Plastic paint in all internal walls and ceiling (Berger/Elite/Asian paints)
- Exterior walls will to be painted by best quality weather proof plastic paint (Weather Coat of Berger).
- French polish in all door frames &shutters
- Best quality Synthetic (Super-gloss) enamel paint (Berger) on grills, verandah railings and all other metallic (except SS) surfaces.

Electrical

- Foreign electrical switches, plug points, light point and other various power points or Equivalent.
- All Power Outlets to have properly installed Ground Connection.
- Electrical distribution box with main circuit breaker & other required circuit breakers in each line.
- All cables e.g. electrical wirings, telephone, cables, Dish connection, Intercom connection etc. will be of good quality adequate capacity Cables will be collected directly from the Manufacture.
- All cables will be of concealed type and rigged through best quality PVC conduits embedded properly in the roofs/walls.
- The building should have proper Earth (Ground) Connections as well as Lightning protection system.

Utility lines

- Electricity supply will be individual Apartment-wise connection for the project.
- Telephone line connections provision along with PABX lines from the security Guard Post.
- Internet connection & Satellite connection lines to each floor.

- Water supply and sewerage will have common meter connection for the project.
- GAS supply will be of individual apartment-wise Double Burnet Connection
- Connection cost will be borne by the Developer for the landowner's spaces.

Note: Items specified in this annexure will e supplied as per market availability. In case of non-availability or shortage of supply of any specified item(s) equivalent item (in terms of price and quality) will be used as per **AMBITION DEVELOPMENT AND CONSTRUCTION LTD.** Selection in consultation.

STRUCTURAL & GENERAL ENGINEERING FEATURES

- The building will be planned & designed by reputed professional architects and structural design engineers.
- Structural design parameters will be based on American Concrete Institute (ACI) and American Standard of Testing Material (ASTM) codes, as well as Bangladesh National Building Code (BNBC)
- Developer will arrange necessary soil tests of the building site and analysis of the relevant soil samples by the BUET laboratories. Design of foundation and super structures of the building will be based on the soil test report.
- The building will comprise or foundation, column beams and flat floor slabs made of heavily Reinforced Cement, concrete (RCC) with good quality crushed stones & 100 sylhet of ratio 1:2:4.
- Systematic structural combination of steel reinforce concrete frames and shear wall core will be employed using modern design concept/ methodology (Computer software) All parts of the structure will be interconnection by Ties & Beams with shear core wall.
- Water proofing material shall be used in correct proportion in the foundation for better protection of structure/concrete from dampness.
- Structural design will cater for earthquakes ut to 07 Richter scale and wind intensity up to 210 kilometer per hour as per Bangladesh National Building Code (BNBC)
- Comprehensive & systematic checking and testing of the concrete & steel reinforcements at every stage and other completed work samples will be conducted by professional Design & Supervising engineers of the Developer

and relevant samples will be analyzed from BUET laboratory to ensure highest quality of workmanship.

- Land owner or his representative will have the right to get involved in these checks/tests.
- All materials including steel, cement, Bricks, Stone, Chips, Sylhet Sand & other finishing materials etc. will be of highest standard and screened for quality.
- All underground sanitary & sewerage pipes will be good quality PVC pipes of designed thickness & sizes.
- All construction site equipments/tools e.g. vibro-hammers, vibrators, mechanical rollers, steel cutting & bending equipments, welding equipments, concrete mixers, concrete vibratos, water pumps, material handling equipments, leveling instruments, hand tools etc will be arranged by the developer.
- Ground Floor Level (plinth) will be higher than the highest previous flood level of 1988/1998/2004.
- The building site will be given appropriate Termite Protection & Pest control Treatment by the relevant experts/professionals.

MAJOR STRUCTURAL MATERIALS

Steel

- 60/40 Grade Deformed Bar.
- Manufactured by.
 1. Bangladesh Steel & Re-Rolling Mills Ltd. (BSRM)
 2. Rahim Steel mills Ltd.
 3. Anwer steel.

Cement

- Holcim Cement.
- King Brand Cement.
- Lafarge surma.
- Or Equivalent.

Aggregates

- Stone Chips for all columns, beams, foundations & other will be Bricks chips.
- High strength Bricks chips.

Bricks

- First Class Bricks of approved quality

Sand

- 2.5 FM Coarse Sand
- 1.5 FM Medium

After Sales service

- Preparation of Bye-Laws and formation of Apartment Owners Association.
- 6 (Six) months free repair & maintenance of technical problems.
- Supervision of Complex and repair/ rectification of technical defect by an Engineer for 2 (Two) months.

GENERAL AMNITIES OF THE COMPLEX

- Reserved Car parking in covered & protected Ground floor for residents with comfortable Driveways.
- Electricity supply approx 220V/440V from DESA source with separate main cable (Eastern Cable) and LT panel/Distribution board.
- Water supply connection from WASA sufficient as per total calculated consumption.
- Underground water reservoir (72 hours) with one main lifting pump and standby pump.
- Sewerage system planned for long-term requirement.
- Gas pipeline connection from TITAS distribution system as per total calculated consumption, adequate safety measures incorporated.
- Termite protection treatment of ground.

The Developer will provide all services including:

- Documentation and Legal matters etc.

- Architectural Plans, Structural Plans, Soil- Testing.
- Sanitary & Electrical Drawings.
- Site Mobilization.
- Materials Procurements Labor Contacts.
- Work Supervision of al Civil Works including Super Structure and Finishing work.
- Arrangements of installation of Lifts, Generator, Intercom.
- Electrical & Sanitary works.
- Engineering supervision and quality control.
- Obtaining permission and connection from TITAS, WASA &DESA etc.
- Apartment handing over and Transfer formalities.

IN WITNESS WHEREOF the FIRST PARTY/LAND OWNER and the SECOND PARTY/DEVELOPER have executed & signed this Deed of Joint Venture Agreement on this 2nd June 2010 of the Christian era.

Witness

.....
Firoza Begum

SIGNATURE OF THE FIRST PARTY

.....
Mehedi Hossain (Farhad)

Managing Director
Ambition Development and Construction Limited

.....
SIGNATURE OF THE SECOND PARTY/DEVELOPER

APPENDIX 02:
BEFORE THE OFFICE OF THE SUB-REGISTRAR, BADDA,
DHAKA

AFFIDAVIT

We (1) Firoza Begum, Age: 55, Husband Name: Late, Abdul Rahman, Father Name: Late, Md.Hossain, Permanent Add: vill- Khathaldia, P.O: Beraid, P. S: Badda, Dist: Dhaka Present Add: KH-42 Shahajadpur, P.S-Gulshan, Dist.-Dhaka,-1212. Professions: Housewife, by faith Muslim, Nationality: Bangladeshi.. Do here by solemnly affirmed and Says as follows:-

1. That we are Bangladeshi Citizen by birth.
2. That we are swear this Affidavit as required by Article 4 of the Bangladesh Transfer of Immovable property (Temporary Provision) order, 1972 (P.O. No-142 of 1972).
3. That the Scheduled property is not under attachment under the Bangladesh Collaboration
4. That the scheduled property is not and abandoned property within the meaning of the Bangladesh Abandoned property (control Management and disposal Order, 1972 (P.O. No-16 of 1972).
5. That the schedule property has not been vested in or does not stand forfeited to the Government under the law for the time being in force in Bangladesh.
6. That the Sale Deed for the Scheduled property is not liable to be void under article 5A of the Bangladesh property Holding (limitation) Order, 1972 (P.O. No-98 of 1972).

The statements made herein above are true the best of my knowledge and belief and in whereof we are swear this affidavit this the day of 02 the June 2010 of the Christian era.

Identified By:

Deponent: